

Rep Order# 8838329 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 36908

Printed: 08/06/2012 3:53 PM
Last Received: 08/06/2012 3:39 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () PATRIOT MAJORITY
Product Issue
Estimate# 1565
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
1010 WISCONSIN AVENUE, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 84/91/1565
Flight Dates 08/07/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

-- CONTRACT COMMENT --

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

-- REMARKS --

PLS SEE LN 5 FOR NA
MG ON LN 17
NCIT
PLS CNF
T/R STEFAN FOR MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	137A-237A	NATE BERKUS	:30	\$75.00	08/07-08/13	3	1	3	\$225.00	
	2	SU	530P-6P	INSIDE EDITION	:30	\$450.00	08/12-08/12	1	1	1	\$450.00	
	3	TU-F,M	7A-9A	CBS THIS MORNING	:30	\$900.00	08/07-08/13	6	1	6	\$5,400.00	
	4	TU	7A-9A	CBS THIS MORNING	:30	\$900.00	08/14-08/14	1	1	1	\$900.00	
	*5	SU	630A-8A	CBS NEWS SUNDAY MORNING	:30	\$1,700.00	08/12-08/12	0	0	0	\$0.00	
		Sales Remark:	V3	1X NA								
				V3 Comment Changed, Spots/week Changed								
	6	SU	5P-7P	8 NEWS NOW AT 5PM-SUN	:30	\$1,700.00	08/12-08/12	1	1	1	\$1,700.00	
	7	TU-F,M	12P-1230P	8 NEWS NOW AT NOON	:30	\$700.00	08/07-08/13	4	1	4	\$2,800.00	
	8	TU-F,M	6A-7A	8 NEWS NOW AT 6A	:30	\$1,100.00	08/07-08/13	1	1	1	\$1,100.00	

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	9	TU-F,M	9A-10A	LIVE! WITH KELLY	:30	\$750.00	08/07-08/13	1	1	1	\$750.00	
	10	TU	9A-10A	LIVE! WITH KELLY	:30	\$750.00	08/14-08/14	1	1	1	\$750.00	
	11	TU-F,M	4P-5P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,100.00	08/07-08/13	3	1	3	\$3,300.00	
	12	TU	4P-5P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,100.00	08/14-08/14	1	1	1	\$1,100.00	
	13	TU-F,M	1237A-137A	LATE LATE SHOW	:30	\$350.00	08/07-08/13	2	1	2	\$700.00	
	14	TU-F,M	5P-630P	8 NEWS NOW ROTATION	:30	\$1,500.00	08/07-08/13	0	0	0	\$0.00	
	16	SU	7P-8P	60 MINUTES	:30	\$12,000.00	08/12-08/12	1	1	1	\$12,000.00	
*17	F	6P-9P	NFL FOOTBALL		:30	\$1,700.00	08/10-08/10	1	1	1	\$1,700.00	
Sales Remark: V3 MG FOR LN 5 V3 Added												

---REPORT TOTALS---

Report Totals: 27 / \$32,875.00

---SALES MONTHLY TOTALS---

Aug 12: 27 / \$32,875.00

Sales Totals: 27 / \$32,875.00

Station Totals: 27 / \$32,875.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$109,583	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		